



Land As Your Legacy[®]

Take control of your farm's future with our transition planning program for farmers and ranchers



Your farm today can be your legacy tomorrow

Seventy percent of U.S. farmland will transfer to the next generation over the upcoming 20 years,¹ yet only 11% of family farms have a transition plan in place.² Transition planning is critical to a successful transfer — and for preparing future generations of farmers. The right transition plan can help secure your farm or ranch as a family business, and the Land As Your Legacy program from Nationwide® can help guide you through the entire transition planning process.

Transition planning has five key elements

- 1 Succession planning — Creating the path to successfully pass the business to the next generation
- 2 Business planning — Ensuring profitability now and in the future
- 3 Risk management — Identifying and preparing for risks to the farm operation
- 4 Financial independence — Creating financial independence from the farm so that the senior operator can move into the role of mentor and the next generation can start taking income from the operation
- 5 Estate planning services — Getting the documents in place to create an orderly distribution of assets upon death and to settle any liabilities due at that time in a manner consistent with the wishes of the deceased

Put your transition plan in place with Land As Your Legacy

With Nationwide's Land As Your Legacy program, you and your advisor enjoy access to an experienced financial services company that has a long history of helping farmers and ranchers with transition planning. The Land As Your Legacy team is ready to share their insights to develop a plan that can help you achieve your goals. Plus, you and your advisor can draw on the legacy planning experience of our Advanced Consulting Group — a collection of attorneys, accountants and other highly trained financial services professionals — for complex planning needs.

Brand

A trusted brand in the agricultural community



Relationships

Trusted partnerships with many U.S. farm bureaus, cooperatives and associations

Products

Competitive, diverse portfolio of insurance and financial services products



Case consultation

Professional consultation and case development from our Advanced Consulting Group

**Land As
Your Legacy**

¹ The FarmLASTS Project Online Manual, <http://www.uvm.edu/farmlasts/>.

² *Keeping farm in family requires strategy*, Larry Copeland, USA TODAY, July 9, 2012.

Work with a team that specializes in farm and ranch transition planning

The Land As Your Legacy program has strong roots in the agricultural community and a commitment to safeguarding its heritage. With outstanding credentials and access to a wide variety of tools, strategies and products, we can put you and your operation in position for a successful transition. Your advisor may already be trained for farm and ranch transition planning through Land As Your Legacy, but if not, we can help pair you with someone who is.

Nationwide's commitment to the agricultural community

Nationwide began in 1926 as the Farm Bureau Mutual Insurance Company, providing automobile insurance at lower rates for Ohio farmers. Since then:

- We've grown into one of the largest mutual companies in the world, and we are committed to putting our members first
- Our board of directors includes a substantial number of farmers
- Nationwide is considered the leading insurer of farms and agricultural cooperatives in the United States³

We're known for protecting what matters most to our members, and the Land As Your Legacy program is a testament to our ongoing commitment to the agricultural community. That said, when it comes to serving your transition planning needs, you don't have to go it alone. We have a diverse suite of products — agricultural, property and casualty, life insurance and retirement savings solutions — to help you put your transition plan in place.

³ 2014 SNL Financial Report, based on statutory data.



Take control of your farm's future

To learn more about transition planning and the Land As Your Legacy program, please contact the team at LAYL@nationwide.com or call us toll-free at 1-855-529-2729.



Nationwide®

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LAM-2518AO (05/16)